

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Your BB Pennant Selections are ripe in the Valley of the Moon

So comes Palm Sunday, and a week later, Easter, a season of reverence and finally rejoicing. Palm Sunday wasn't observed to any great extent in our home town many years ago, but probably is now. It symbolizes Jesus' triumphant entry into Jerusalem, followed a week later by the tragic ending of His life on earth.

You're an old-timer if you can remember when it was difficult to spend money you didn't have. VALLEY WATCH REPAIR, Boyes.

Got a letter this week addressed merely "Chief Moonbeamer." Wonder how come the postoffice force decided it was meant for us?

ROBERT G. MILLS, Drafting and Estimating. We'll be pleased to serve you. 824 El Dorado Dr., Sonoma. Phone WEBster 8-2185.

The rather well known but not admired radical ADA usually brings to mind the Association for Democratic Action. But there's another ADA which stands for Average Daily Attendance, used by schools to help in figuring how much money they get from state and county school authorities. The more the ADA the more you get. Only when a school's ADA dwindles slightly, there seems to come some devious thinking that sums up to a conclusion that when the ADA goes up there should be more money, and when it goes down there also should be more money coming to the school. What kind of thinking is that, anyway?

EXPERT LANDSCAPE GARDENING. Weekly, monthly maintenance. Cost low. For information call WE 8-3938. (Blaek.)

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Moonbeams continues to list minor accomplishments, mainly because we never hesitate to needle the powers that be. Latest: Boyes boulevard's "sunken manholes" are getting boosted up a coupla inches so they're even with the pavement. No. 2: El Verano Improvement club has a piano, result of Moonbeams' appeal for someone to donate a piano. It'll be in use from now on at the club's regular functions each month. And No. 3: Remember something we said recently about Burnham & Morrell canned beans, produced up in Portland, Maine? Sent 'em a marked copy, and lo and behold, along came a package through the postoffice containing two giant cans of these truly glorious beans. Pays to advertise!

TOWN HOUSE SUPPER CLUB, Glen Ellen. New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

New mixmaster now at Sonoma Golf and Country club. He's Jerry Nelson, who for many interesting months was behind the ornate bar at the Fireside Inn.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Glory be! Seems like Secretary Dulles is starting to get a little common sense. Now he's "considering" granting foreign aid to various countries in the form of loans, instead of outright gifts. Why did it take him so long? Moonbeams has been for that idea (with the loans properly secured) for many moons. (Take England: Let's get a mortgage on the Bermuda islands, not far from our eastern coast, and if England should default, take over the islands.)

OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.

At Paul's birthday party last week Friday (a glorious party by the way), we decided to walk around the main bar and see just who was there we knew. Got nearly to the end, and coming toward us was a most distinguished looking gentleman—and who do you think it was? We were looking straight into a full length mirror!

MIKE & ROSE'S BOYES SPRINGS STORE. Famous for finest meats in the Valley, with special low prices last three days weekly.

Junior was listening intently to a lecture given by his high school chemistry teacher on the properties of acids.

"Now," said the teacher, "I am going to drop this silver dollar into this glass of acid. Will it dissolve?"

"No, sir," replied Junior, somewhat cockily.

"No?" said the demonstrator. "Then perhaps you will explain to the class why it won't dissolve."

"Because," came the answer, "anybody knows if it would dissolve you wouldn't drop it in."

POWDER BOX BEAUTY SHOP, Arnold Drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

Wednesday afternoon an old Ford model A, a rickety old baby, was spotted going south through Boyes at about 80 miles an hour! When, oh when, will we get wise, incorporate, and regulate some of our traffic? Now we're only a part of the countryside and can't do much of anything about it.

BANCROFT'S, Sonoma, on Broadway. Bouquets for hospital, funerals, parties. Cut flowers, corsages. Nursery plants, now!

Have seen some wonderful iris about town. Are you old enough to remember when they were called "flags?" Probably they're not exactly the same, but our mother used to tell us they resemble the fleur de lis, France's national emblem. But 'way back then they were rather a colorless bloom, not to be compared with what we now have.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Discovered a man whom his friends tell us is one of the best landscape gardeners around here. He's Ed Blaek, lives at 19150 Riverside. He's been at the business for 30 years, has worked in many city nurseries, lately at Hanna Center; he'll take any kind of landscape job, big or little. Catch him by phoning WE 8-3938.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

The work you put into your garden in April will pay off with big dividends in May, June and July. The more weekends you spend now planning and planting the less you will have to do later.

For glorious summer color, set out annuals such as snapdragons, godetia, pansies, stock, asters, scabiosa, cosmos, lobelia, violas, larkspur, petunias. Perennials such as delphiniums, marguerites, hollyhocks, penstemon and phlox are available, too.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

Reading lamp went out on us the other day and we had to buy a new socket. Used to get 'em for 15 cents, now they're 47 cents. Took it home, and the missus proceeded to become the electrician. All we did was hold the wire while she installed the socket. Wonderful what some women can do. Astonishing how little some men know.

MAC DONALD'S JEWELRY, Sonoma. Watches, Rings, Shavers, Bands, Jewelry. Expert watch-clock repair service. Quality always.

We've seen the word "Boondocks" used in some sporting sections of city newspapers but never knew for sure what it meant; assumed it meant "out in the sticks" somewhere. Got talking to a stranger the other day, and he said the word actually means "jungle," but

there are many variations. Like you might wear "boondockers," a kind of boot, or you might "boondock" something, probably akin to "swiping." Have you heard any other variations of the term?

DOTTIE'S CAFE (formerly Chicken House). On the highway, in Boyes. Fried chicken. Hamburgers (finest in town). Good coffee!

Roses now are out in profusion around the Valley. Our rose which climbs a 20 foot scrub oak tree and blooms all the way up, can be matched by one Jim Lyttle has, only ours is red, his more of a cream color. Take a look at his "tree rose" on Vallejo street, Boyes.

ROZARIO'S PALMS INN, Verano. "Home of the Lions." Splendid cuisine. Cocktail room. The Valley's favorite gathering place.

Spring fever finally reached us—went over to the market and invested in some seeds for our farm. Total investment, 45 cents. Now all we've got to do is plant 'em, and that's on the agenda, or some nice Sunday morning pretty soon. Anybody want to place an order for some super radishes?

SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway Sonoma. WEBster 8-2686.

"Young Love" and "Butterfly," two horrible songs as received over the airwaves and sung by Bobby Laine and others of his ilk (they've been at the top of the hit parade), finally may come into their own. Heard both of them sung by Dinah Shore the other night, and they sounded almost good. Should be a moral in that somewhere.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. For Emergency Groceries any time. Select stock. WE 8-5811.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

Met August Sebastiani the other night (first time, and we've been here 11 years). He told us that at a recent competition some of his wine varieties were given the nod by professional testers, 8 out of 13, over some of the imported French wines costing four times as much.

You know, too many of us don't appreciate just how good is the quality of products made right here in our Valley. Take wines! Not only Sebastiani but a half dozen other wineries make wine that is as good as or better than the best made in the whole world. Same goes for cigars. We've got one of the finest cigarmakers on the west coast right over in El Verano, Fred Franklin. Try one of his Valley of the Moon cigars next time you're hankering for a good smoke.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Air Raid Warden: "Sorry Mr. Horton, that I stopped you from kissing a woman during the blackout. I didn't know it was your wife."

"Oh that's all right, old boy; until you flashed the light, I didn't know it either."

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of-town guests here. Cocktail bar.

NOW OPEN—DONOVAN'S IRISH INN, Bath House Plaza. Finest Hamburgers, Corned Beef. Beer and Wine, too. Worth a visit.

Once we were doing job printing back in Holt, a small Michigan town. Woman came in late Saturday afternoon, wanted two form letters printed, and had to have them by Sunday morning. We had a dinner engagement that night, but foolishly we told her she'd get 'em, that we'd have 'em all wrapped up and the shop door open so she could pick them up Sunday morning.

We kept our engagement, got home at 11 p.m., into our work clothes and up to the office. 'Twas cold in there, too, but at 3 a.m. the jobs were done. Cold, tired, hungry, thirsty. The jobs were picked up all right.

Soon thereafter we presented our bill—\$11. She handed us an envelope, said she'd pay the balance as soon as she could. Took the envelope, opened it on the way back to the shop. It contained two \$1 bills. The balance of \$9 is still owing—but of course it's outlawed now. But how can people be like that?

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Dr. Newell R. Whiteside, Boyes Springs dentist, is now nicely enconced in his palatial new quarters in a new Peluffa building on the Boyes plaza, facing the highway, next door to Cut 'n' Curl beauty shop. Drop in and look over his new layout.

YELL'S ACRES NURSERY, Glen Ellen. Getting about that time to get your Dahlias in. Wonderful selection here. Priced low.

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

The guy decided to reform. The first week he cut out smoking. The second week he cut out drinking. The third week he cut out women. The fourth week he cut out paper dolls.

ELECTRONIC DRIVE-IN—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

BROADWAY CAFE, Sonoma. Where we welcome you wholeheartedly. Friendly cusses. Off-sale, too. Let's get acquainted.

On this school expansion business, we'll be opposed until the authorities use their present plants to full capacity. One of the leading school authorities in San Francisco, a Mr. Coolidge (not Calvin) has come out for the idea of reducing the need for new school buildings by putting the schools into operation on a quarter-year basis.

At a legislative subcommittee meeting, Coolidge said: "I've had many men teachers suggest this to me. They say they just have to go out and get part time work during the summer months, and they'd rather be working at their profession."

Under the Coolidge plan, the student would attend three of the four quarters. This would spread school enrollment out over the year, reducing overcrowding.

Such a proposal in the past has run into opposition from various groups, including resort interests and parents. The latter are worried that their children might be in school during the weeks father gets off for vacation.

EASTER CARDS, filled baskets, colorings—in fact, everything for Easter. RUGGLES VARIETY STORE, Sonoma. Spring needs.

HANDEL'S RECORD SHOP, Sonoma. On First St. W. Latest hits, records and sheet music. A piano for you to try 'em out.

A local man confided to a friend that things weren't going so good for him domestically.

"But I thought you and your wife were very compatible," the friend said.

"Oh, we like the same thing all right," the man said, "only I like to spend it and my wife likes to save it."

NELSON'S GROCERY - DELICATESSEN, on the Plaza, Boyes. Freshest produce! Prices the lowest. Try us out!—This week!

PLAZA BARBER SHOP, Boyes. Superior workmanship, latest styling, for the most discriminating. Drop in and get acquainted.

AN ODE TO APRIL 15 (That's Income Tax deadline, you know)

Two score and two years ago our fathers brought forth upon this nation a new tax, conceived in desperation and dedicated to the proposition that all men are fair game.

We are now engaged in a great mass of calculations testing whether this taxpayer, so confused and so impoverished, can long endure. We are met on form 1040. We have come to dedicate a large portion of our income to a final resting place with those men who here spend their lives that they may spend our money.

It is altogether anguish and torture that we should do this, but in

a legal sense we cannot evade, we cannot cheat, we cannot underestimate this tax. The collectors, clever and sly, who compute here, have gone far beyond our poor power to add or subtract.

Our creditors will little note nor long remember that we pay here, but the Bureau of Internal Revenue can never forget what we report here.

It is rather for us to be dedicated to the great task remaining before us, that from these vanished dollars we take increased devotion to the few remaining; and that we here highly resolve that the next year will not find us in a higher bracket.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige. RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

After being examined by the doctor, an old mountaineer was given definite instructions as to what he should do. Just as he was about to leave the office, the doctor said, "Look here, you forgot to pay me."

"Pay yuh fer what?" countered the old hillbilly.

"For my professional advice, of course," replied the doctor.

"No, sir," he said. "Made up my mind Ah ain't goin' to take it." Then he promptly left.

ADOBE DRUG (Ray S. Duer, 417 First St. W., Sonoma. WE 8-2971.

Prescription Specialists

Veterinary Supplies

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

We know of a publisher who was advised by a medical association to stop accepting professional card advertisements from his local medical men on the ground that it violated professional ethics. The ads were withdrawn and the publisher, a thoughtful man, gave the entire matter a complete evaluation.

He reasoned that since the doctors obviously did not want publicity, he would cooperate in every way possible. So he wrote:

"Hereafter, when any of the local medicos appear in the news, and we feel it absolutely necessary to mention their names, they will be referred to as 'Mister' instead of 'Doctor.'"

Imagine his surprise when these people who not long before had expressed their policy on publicity in the most definite and tangible terms, berated him soundly for failing to indicate their professional standing when mentioning their names.

The publisher was quite naturally confused, but after thinking it over he decided to continue his public-spirited cooperation with the medical profession in spite of the bewildering attitude of the local doctors.

BOYES SPRINGS FOOD CENTER. Lowest prices, highest quality. Take-out license. Beverages. Friendly and fast service. One-Stop.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively **Next to Telephone Co., Sonoma**

If your shrubs such as azaleas and camellias are going out of bloom they should be putting out new growth. This is a good time to give them a feeding of complete plant food.

B & L LAUNDROMAT, Feters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. **"SLIM" WALLACE.**

Bill O'Brien, San Diego high school senior commenting on teenage voting, says: "I often wonder if 21 isn't a bit young to vote. I think the age should be raised to 25."

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

DENNY'S COG CLUB, Boyes. A place you'll like, especially if you're a sportsman. Finest mixed drinks. Homey atmosphere.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city. Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

A bridge across Sonoma river, connecting Craig and Thompson. Roadside turnout parks (we're 20 years behind) thruout the Valley. Complete citywide paving, curbing, and sidewalks.

A bank of our own.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A local chamber of commerce, devoted to Springs area promotion.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

PAUL'S OLD RANCHERO, Verano. Superb Italian and American dinners. Cocktails. For the family or large groups. Paul at organ.

JIM'S MEATS, at Boyes Springs Food Center. Finest quality in stock, always. Delicatessen department. Meats like you want it!

FRANK'S HARDWARE, Castner Bldg., Boyes. Paints, Tools, Glass. Household utensils, electrical appliances. Giftware.